Principal(ing) in Place Resources
Creative Ways to Connect Through Video with Brad Gustafson
April 16, 2020 | Notes from Webinar and Chat

Video Ideas
- Minute Videos
- From the desk of Dr. G, short updates for parents
- Use scenes of animals, books, etc. and use ChatterPix or MyTalkingPet if you are unsure about putting yourself on camera
- Plan to do a daily zoom to kids even when back at school. Teachers can use during the day at their pleasure – Brian Knippers
- When I did weekly videos, I just did Facebook live--took out the need to edit and kept me focused on doing it right the first time – Will Melbye
- Teacher hires
- Book talks
- Keep the out-takes
- The best of ____ (day/week/month)
- Program: Touchcast, Bomb Bomb, Flixpress, Adobe Rush, Chatterbox, My talking pet.
- Chatterpix: Kids voices with adult faces
- Powtoon
  - https://www.powtoon.com/
- Timelapse videos
- Stop motion videos
- Wormhole with green screen
- Bitmoji characters in front of your face
- Green screen
  - Be a foot in front of the screen
  - Need lights on both sides
- Animoto
  - https://animoto.com/
- Here is my best imitation of Brad Gustafson. Couldn't pull it off! https://www.youtube.com/watch?v=oXF12uglRjA&t=142s
- Bring the HEAT (book talk reference) and apply it to video
  - Understand your why and who you are connecting with
  - https://tinyurl.com/booktalkheat
  - Hooks can set the tone, check out the hook slide
  - When you use props, it shifts the attention to the prop and helps you engage with the audience
  - #30SecondBookTalk

Video Tips
- Segment/chunk into clips
- Limit yourself to 3 takes
• Instagram stories for morning announcements
• 10 second video clips thanking one teacher each time
• Use Facebook live and not worry about the editing, using one take
• Minute videos
• Better to keep them wanting more and keep it shorter
• Shorter videos are probably better for kids with bad internet connections...long videos don’t load—Jessica Johnson
• Just to piggyback on that, I called my videos Melbye Minute. I kept it to 60 seconds as much as I could. Helped get the weekly info out and kept me concise – Will Melbye
• Just do it!
• Store videos on YouTube and maybe organize by channel: school, personal-speaking, and etc.
• Even if you post on FB, make sure that you still post to YouTube
• Clean devices every once in a while so you have space
• Ways to support entire school communities with communications (non-English speaking and sign language):
  ○ Dual/Split screens
  ○ Translated afterwards
  ○ Closed captioning
  ○ Facilitated conversations with translator with posting to YouTube
  ○ Collaborative videos with bilingual staff members
  ○ Google Chat translates
  ○ Screen-casto-matic
• How do you get over perfection? Tip from Lead with Grace and Jessica--Get over the perfection and set yourself a timer. The 10 minute version is probably as good as the 30 minute version - Kip Lynk
• Commit to making more videos and you will get better over time.
• Be your own self...don’t feel like you need to copy others or do it all, make it your own
• Just start and jump in, so much more powerful, even with short clips
• Authenticity is a very effective hook
• Put your notes on eye level behind the camera so it looks like you are looking at the camera when recording